

Consumer markets abroad

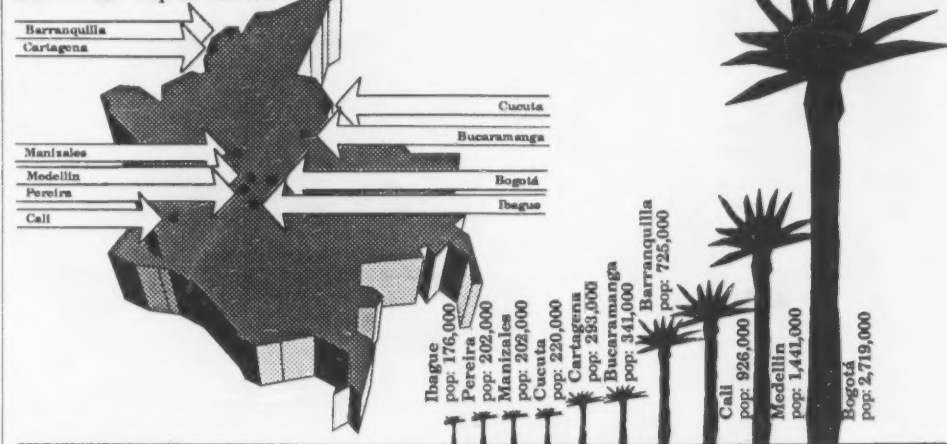
IN DEPTH/BOGOTÁ P. 1 RANKINGS P. 7 INSIDE INFORMATION
P. 11 WHAT THE NUMBERS MEAN P. 13 SPECIAL REPORT
ON BRITISH WOMEN P. 12 REGIONS P. 14 PUBLICATIONS P. 16

in depth

BOGOTÁ-- COLOMBIA'S THRIVING CAPITAL

BOGOTÁ IN ITS NATIONAL URBAN CONTEXT

Colombia's top ten cities



(Census year 1973)

Bogotá dominates its national urban scene to a much lesser degree than the capitals of most other Latin American countries do. Only Brazil's urban system is more decentralized than Colombia's.

Bogotá shares its dominance with several other large Colombian cities--Medellín, Cali, and Barranquilla.

Like most of its Latin American counterparts, Colombia is rapidly urbanizing. But although the nation's capital, Bogotá, has a high rate of growth--about 6 percent annually between 1950 and 1980--it has only grown slightly faster than such other fast-moving Colombian cities as Barranquilla, Cali, and Medellín.

Unlike Lima, Buenos Aires, and many other Latin American capitals, Bogotá is not a full-blown primate city but is rather a part of a decentralized urban system. Home to 20 percent of Colombia's urban population and the largest industrial agglomeration in the nation, Bogotá shares its dominance with several other large Colombian cities, notably the other pri-

mary industrial concentrations of Medellín, Cali, and Barranquilla.

Migration to Bogotá remains heavy but is more a consequence of overall urbanization trends rather than the existence of superior economic opportunities in the city. In fact, Bogotá's national product relative to the national per capita product actually decreased after 1960.

In 1979, Bogotá was home to about 30 percent of the Colombian labor force employed in manufacturing; Medellín, 23 percent; Cali, 12 percent; and Barranquilla, 7.5 percent. Bogotá, however, has the most diversified industrial infrastructure.

JUST HOW BIG IS BOGOTÁ NOW?

Estimating the current population of Bogotá points to the difficulties inherent in working from out-of-date census data to project city populations. The corrected 1973 census--the latest census available--counted 2.86 million people in

Bogotá. But projections for the 1980 population of Bogotá range from 4 million to 5.1 million, making Bogotá about the 30th largest agglomeration in the world and the fifth largest in Latin America.

Since the 1950s, Bogotá has grown by about 6 percent a year, a high rate of growth compared to

Average household income generally rises as one moves from south to north in a clockwise direction.

BOGOTÁ'S RICH LIVE IN THE NORTH

Distribution of monthly income in Bogotá by comuna (1978)

Rank ^a	Comuna	Mean household income per capita (1978 pesos)	Mean household income (1978 pesos)	Households in bottom 30 percent ^b (percent)
1	83	17,960	47,834	6.4%
2	81	14,499	26,250	12.4
3	82	9,530	27,788	6.3
4	84	7,418	38,899	8.8
5	71	7,270	27,102	0.0
6	62	5,166	24,382	13.0
7	51	4,899	24,432	7.9
8	85	4,666	23,758	27.1
9	61	4,608	18,529	5.1
10	72	4,432	16,794	11.4
11	73	4,035	15,027	6.6
12	74	3,724	19,348	16.8
13	54	3,715	19,564	22.0
14	41	3,637	17,292	16.8
15	63	3,316	13,944	24.4
16	21	3,249	15,674	19.8
17	91	3,198	16,504	24.6
18	42	2,810	11,185	30.0
19	12	2,800	12,179	16.6
20	23	2,786	10,152	15.2
21	31	2,490	8,343	25.9
22	55	2,432	8,655	34.0
23	65	2,430	12,262	26.2
24	56	2,374	11,323	26.5
25	43	2,340	10,439	23.4
26	44	2,305	10,802	16.7
27	22	2,151	7,335	23.1
28	24	2,054	7,844	27.5
29	45	1,993	5,661	32.9
30	32	1,898	6,216	37.5
31	64	1,826	9,655	30.0
32	53	1,757	9,144	45.2
33	25	1,728	5,971	54.8
34	52	1,711	6,625	37.7
35	11	1,678	8,346	37.3
36	92	1,666	7,398	39.0
37	14	1,608	7,153	40.0
38	13	1,240	5,706	48.8

^a Ranked by mean household income per capita.

^b This is the percentage of households in the comuna that fall in the bottom 30 percent in Bogotá ranked by household income per capita.

Source: 1978 World Bank-DANE Household Survey.

Consumer markets abroad

Publisher
Doris Walsh

Editor
Denise Rusoff

Art Director
Carol Terrizzi

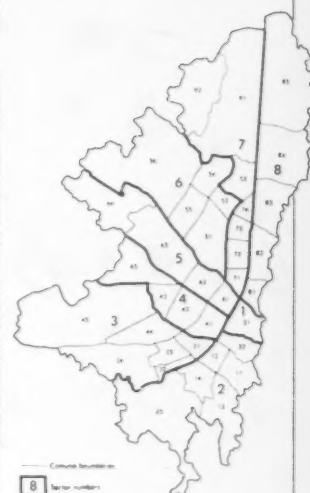
Production Assistant
Amy Christian

Consumer Markets Abroad, formerly International Demographics, (ISSN 0893-3561) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, New York 14851. Telephone (607) 273-6343. Copyright 1987 by American Demographics, Inc. All rights reserved. Subscription rates are \$189 a year/\$299 for two years. Subscriptions of three or more billed to the same address are \$99 a year.

cities in the rest of the world. Government estimates peg Bogotá's 1990 population at 8.5 million people. However, the

United Nations projects Bogotá's population to reach only 6.5 million by the year 2000. The difference in these figures points to the difficulty

BOGOTÁ'S COMUNAS AND SECTOR SYSTEM



HOUSEHOLD SIZE INCREASES WITH DISTANCE FROM CITY CENTER

Populations, household sizes, growth rates, and population densities by comuna and sector of Bogotá (1977)

	Population 1977 (thousands)	Mean household size	Annual growth 1973-77	Density 1977 hectare
Sector 1	68	4.3	-1.8%	171
Comuna 31	68	4.3	-1.8	171
Sector 2	644		6.9	148
Comuna 11	55	5.0	7.6	
Comuna 12	68	5.0	11.5	
Comuna 13	150	5.8	7.8	
Comuna 14	92	5.3	10.4	
Comuna 25	174	5.1	0.6	
Comuna 32	105	4.7	11.9	
Sector 3	888		4.3	167
Comuna 21	94	5.2	5.5	
Comuna 22	84	5.3	8.3	
Comuna 23	113	5.3	0.7	
Comuna 24	138	5.3	-4.2	
Comuna 44	151	5.1	7.8	
Comuna 45	308	5.6	7.8	
Sector 4	280		-0.5	146
Comuna 41	90	4.6	-4.5	
Comuna 42	70	5.2	3.9	
Comuna 43	80	5.0	-2.9	
Comuna 65	40	5.3	9.3	
Sector 5	228		2.0	74
Comuna 61	27	3.2	-9.9	
Comuna 62	43	4.9	14.5	
Comuna 63	39	5.5	10.7	
Comuna 64	119	5.1	-0.2	
Sector 6	660		6.7	116
Comuna 51	90	5.6	13.1	
Comuna 52	85	4.5	0.3	
Comuna 54	97	4.7	0.3	
Comuna 55	67	4.8	-6.9	
Comuna 56	321	5.4	14.8	
Sector 7	475		7.3	94
Comuna 53	75	5.8	9.6	
Comuna 71	47	4.3	1.7	
Comuna 72	80	4.8	9.3	
Comuna 73	90	5.0	2.7	
Comuna 74	36	5.2	-9.6	
Comuna 91	89	5.1	20.7	
Comuna 92	58	5.6	18.9	
Sector 8	256		6.8	55
Comuna 81	19	4.2	-5.7	
Comuna 82	49	4.1	-4.1	
Comuna 83	65	4.8	9.6	
Comuna 84	68	5.2	14.2	
Comuna 85	55	5.7	10.4	
Total	3,499	5.1	5.0	115

Source: DANE

Bogotá's inner-city population has remained fairly stable while the population at the city's periphery has increased

Most of Bogotá's best neighborhoods now lie to the north of the city.

in making city population projections.

Until recently, migration was the primary component in the city's rapid growth. In 1973, 49 percent of Bogotá's residents were non-natives, down from about 51 percent in 1964.

Physically, there is little to restrain Bogotá's growth except for mountains to the east, which are responsible for Bogotá's semicircular shape. To the west, the savanna forms an almost level plain where construction is feasible at relatively modest costs. On the other hand, further expansion in this direction would mean a loss of scarce flat, temperate land for agriculture.

The savanna now supports more than 110 flower growers. In 1978, these firms employed about 25,000 people--especially women--and exported an estimated \$53 million worth of flowers. Further encroachments on the available fertile land, such as those now occurring in the southwestern suburb of Soacha, the new industrial area at El Muna, and the expansion of high-income housing in Chia, may eventually slow the growth of the booming flower-growing sector.

THE ANATOMY OF THE CITY

Bogotá covers an urbanized area of 72 square miles in the central region of Colombia. The city of Bogotá belongs to the special district of Bogotá (613 square miles), part of the Department of Cundinamarca.

For data collection and analysis purposes, Colombia's national statistical agency DANE (Departamento Administrativo Nacional de Estadística) divides Bogotá into comunas, rings, and sectors. However, the basic socioeconomic unit in the city is

the *barrio* or neighborhood. In 1978, Bogotá had 700 *barrios*. DANE geocodes the *barrio* unit in a four-digit number of which the first two digits identify a comuna, or a collection of *barrios*. The last two digits identify the *barrios* within the comuna (see page 10).

The World Bank City Study, from which much of the demographic data and analysis in this profile are taken, further aggregates the comunas into rings and sectors. For simplicity's sake, this profile only discusses the demographics of Bogotá using the sector system. Comunas boundaries shown on the map on page 3 are Bogotá's major streets.

The mountains lying to the east of Bogotá define its north-south semicircular shape. Bogotá's location on a high, level plain at 8,400 feet above sea level makes it one of the world's highest capital cities. Often shrouded in clouds and drenched in rain, it is hardly an exhilarating spot, however. Because of its elevation and its location close to the equator, temperatures vary little throughout the year. Although slightly higher from March to May and slightly lower in July, the average temperature of 58 degrees Fahrenheit is almost constant.

WHERE THE HAVES AND HAVE-NOTS LIVE

Most of Bogotá's best neighborhoods now lie to the north of the city. The northern drift of the upper-middle class away from the city center began as early as the 1920s and continues today. Banks and corporate headquarters dominate the northern sections of the city, and street vendors and prostitution increasingly dominate the scene in the center-south.

As opposed to the pattern of most American cities, income does not generally rise as one

moves from the center to the periphery of the city. Typical of many developing country cities, Bogotá's poor tend to be pushed out toward the city's periphery.

Household size increase also follows this pattern with the bigger, poorer families living successively farther out from the city center. Average household size for the city was 4.8 people in 1978, but the city center's household size was only 3.8 people per household, while household size at the city's periphery was 5.2.

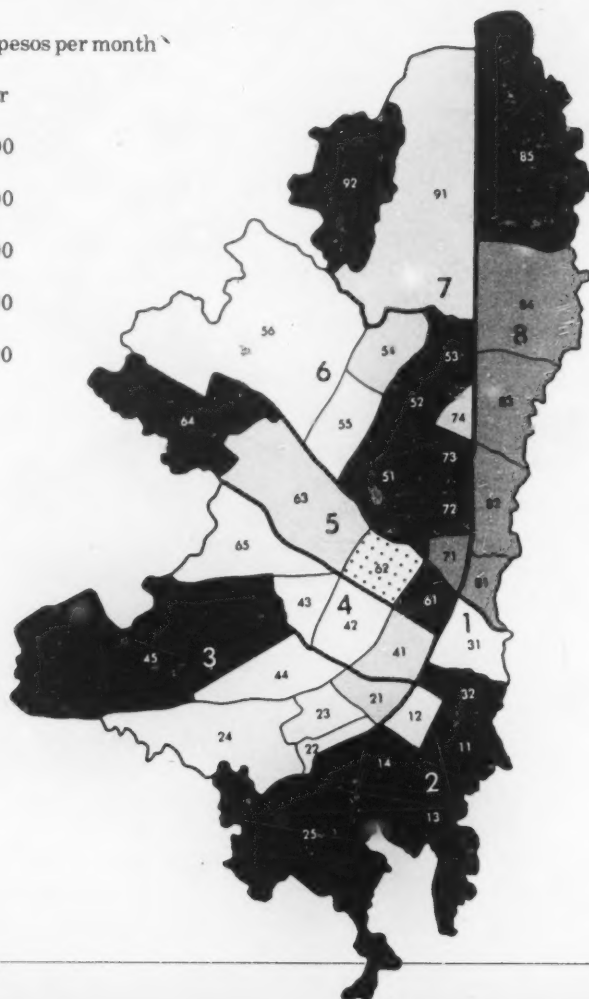
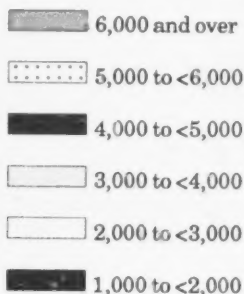
Correspondingly, household income per capita falls with increasing household size. Income

increases progressively in a roughly northern pattern from sector 2 to sector 8, except for the relatively poor sector 6. The richest sector--sector 8--is five times richer than the poorest sector--sector 2. Almost half of the city and its poor live in sectors 2 and 3. Most residents of these sectors leave their sectors to work.

Bogotá also shows a marked pattern of spatial segmentation by occupation. Sectors 7 and 8 are dominated by professionals and maids; sector 6, by production and construction workers; sector 5, by mixed occupations broadly defined by sector 5's location in the indus-

BOGOTÁ'S HAVES AND HAVE-NOTS

Key: 1978 Colombian pesos per month



Comuna boundaries

8

Sector numbers

The richest sector--sector 8--is five times richer than the poorest sector--sector 2. Almost half of the city and its poor live in sectors 2 and 3.

trendwatch Bogotá

Married women are increasingly joining the labor force.

Women are catching up in average educational attainment.

The labor force is expanding rapidly.

trial sector; sector 3, by clerks, typists, and production workers; and sectors 1 and 2, by production, construction, and transport workers.

Bogotá is becoming increasingly suburbanized. As the city grew, it decentralized, with the central parts of the city housing successively smaller proportions of the population. In addition, Bogotá's spatial growth kept pace with its population growth, resulting in a relatively constant average population density.

Between 1964 and 1977, the population of the central district declined from 86,000 to 68,000.

The outskirts of Bogotá are less densely populated than the city center, with the central business district--Sector 1 (see map on page 3)--slightly less dense than the surrounding area. Southern sectors of the city--sectors 2, 3, and 4--are more densely populated than northern sectors--sectors 6, 7, and 8. The western part of the city has begun to grow only recently, with all sectors growing uniformly, except for sector 6 which outpaced the others. Sectors 4 and 5 make up the industrial corridor.

Sectors 2, 3, and 6 held the majority of the population in 1978--20.6 percent, 25.2 percent, and 20 percent, respectively. Sectors 7 and 8 each housed 9.1 percent, with sector 1 accounting for 2.4 percent of the population; sector 4, 7.2 percent; and sector 5, 6.2 percent.

THE CITY CENTER

The Plaza Bolívar, with its cathedral and the Congress buildings, forms the heart of Bogotá. Around it are the steep, narrow streets and the colonial mansions of the Old Quarter, with their typical barred windows, carved doorways

and sheltering eaves. The Old Quarter and the area to its immediate north, along the two main roads to Chapinero, contain most of the financial, insurance, and industrial company headquarters, as well as many government offices. The area is usually quite congested with traffic. The street plan of the center consists of Calles and Correrías, at right angles to each other. The rectangular pattern is broken by the Avenida Jiménez de Quesada.

Bogotá, especially the city center, has a reputation for violence. The number of homicides, for example, has increased from 846 in 1971 to 1,347 in 1981. Assaults and thefts increased from 17,173 reported cases in 1971 to 20,242 in 1981. The city center is considered unsafe at night.

TRAFFIC INCREASINGLY CONGESTED IN CITY CENTER

Traffic congestion in Bogotá is less severe than in some other Latin American cities such as Caracas, but the situation is deteriorating. By 1990, family car ownership will rise to about 25 percent (115,000 cars), up from an estimated 13 percent (82,000 cars) in 1972, according to the 1974 Bogotá Urban Development Study.

Especially precarious is the situation of public transportation. While Bogotá's center accounts for some 210,000 jobs, only about 10,000 workers live in this area. Consequently, some 200,000 people commute to and from work each day, the majority of whom come from poor districts far from the city center. About 72 percent depend on public transportation. Public transport facilities handle about 5 million trips per day. In 1980, Bogotá had an estimated 3,858 small buses and 7,119 standard buses.

BOGOTÁ HOUSING BETTER THAN ITS LATIN AMERICAN CITY COUNTERPARTS

On the whole, housing contrasts in Bogotá are not as stark as in some other Latin American cities, although the estimated 1980 housing deficit of 210,000 units led to significant self-help construction. The cool, damp climate does not encourage makeshift dwellings. Even the poor tend to live in relatively solid structures.

According to the 1973 census, only 14 percent of the city's 392,088 housing units were considered substandard, a number that compares favorably with the 35 percent found substandard in Cali and 54 percent in Barranquilla. Of Colombia's big cities, only Medellín had better housing scores than Bogotá, with only 10 percent of all units considered substandard.

The worst housing conditions are found in the south, along the hillsides, in the central area, and in the far north and northwest. The poorest strata of society and recent migrants tend to rent the *inquilinos* in the old elite neighborhoods south of the city center, or drift toward the less desirable areas in the south of the city. The *inquilinos*, similar to Brazil's *corticos*, are generally shared by several families. They lack proper sanitation facilities and other infrastructure. In some areas, like San Cristobal and Bosa, *inquilinos* comprise nearly 50 percent of the available housing.

Much low-income housing is self-built. But, unlike other Latin American cities, Bogotá has few squatter settlements on public land. Most improvised-unit dwellers--some 75 percent of the low-income population--own the land on which they built their homes. With time, these unplanned settlements are absorbed into the urban network and

provided with the necessary utilities and other infrastructure.

Practically all housing schemes sponsored by the Instituto de Credito Territorial have reinforced residential segregation. The Ciudad Kennedy, developed for the lower-middle income groups in the early 1960s, was located in the southwest. Later, the city's main wholesale market was also moved to this area. Another scheme, the Pablo VI housing project, which was primarily intended for the middle class, was set up close to previously existing middle-class areas.

In 1970, there were about 4,955 houses in squatter settlements, 204,182 homes in pirate settlements, 48,740 in government-sponsored housing projects, and 193,124 homes obtained through the formal housing market.

A surprisingly large proportion of the population (73 percent in 1973) has access to a telephone. Sixty percent of households in 1977 had television sets, and 90 percent had radios. Bogotá has six major broadcasting networks and several smaller independent stations.

BOGOTÁ RESIDENTS MAKE DRAMATIC STRIDES IN EDUCATIONAL ATTAINMENT

Women have made dramatic inroads into equalizing educational attainment with men. In fact, Bogotá has made impressive strides in raising the general level of its populace's education, for both men and women. In 1980, enrollment rates in primary, secondary, and higher education were 100 percent, 39 percent, and 9 percent, up from 77 percent, 12 percent, and only 2 percent in 1960. Although about one-quarter of Colombia's population is illiterate, the illiteracy rate in Bogotá is only about 10 percent.

As elsewhere in Latin Amer-

rankings

WORLD RANKINGS: WHERE DOES BOGOTÁ FIT IN?

**Bogotá's 30-year
growth rate is
the second
highest of Latin
American cities**

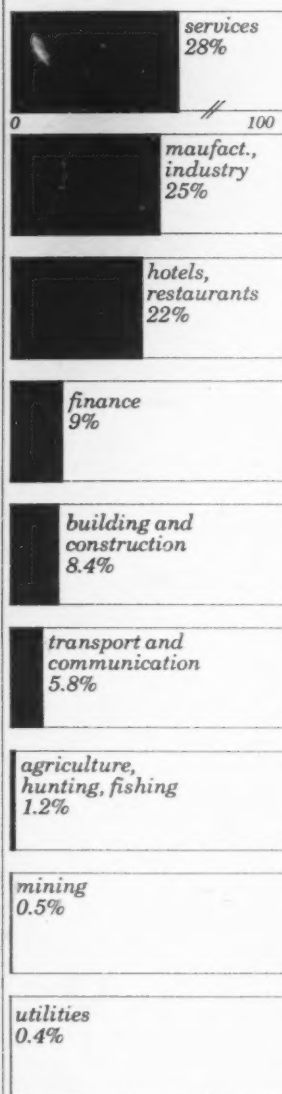
*Average annual rate
of growth, 1950-1980
(per 100 population)*

1. Belo Horizonte, Brazil	6.9
2. Bogotá, Colombia	6.4
3. Guadalajara, Mexico	6.3
4. Monterrey, Mexico	5.8
5. Porto Alegre, Brazil	5.8
6. São Paulo, Brazil	5.6
7. Mexico City, Mexico	5.4
8. Caracas, Venezuela	5.3
9. Lima, Peru	4.8
10. Recife, Brazil	4.4

Sources: 1950 and 1980, United Nations, Population Division data bank; 1960 and 1970, national censuses.

WHERE THEY WORK (1980)

Economic activity of the employed: Bogotá



Note: Totals do not add to 100 percent due to rounding.

ica, the secondary school system is dominated by private schools. Of the 116,678 children (35 percent) aged 12 to 17 who were attending secondary schools, only about 33,000 attended public schools.

BOGOTÁ STRIKES BALANCE BETWEEN ADMINISTRATIVE AND MANUFACTURING ACTIVITIES

Bogotá is a fairly well-balanced city, with white-collar government-sector and service-sector employment predominating over blue-collar manufacturing employment. The structure of employment in Bogotá has remained fairly stable since 1951. In 1978, 23.7 percent of workers were employed in manufacturing, up from 20.1 percent in 1973. Service-sector employment also showed some gains, up from 32.1 percent in 1973 to 37.8 percent in 1978. Employment in commerce also was up, from 16.3 percent of workers in 1973 to 23.4 percent in 1978. In 1978, 1.4 percent of workers were employed in agriculture, 7.4 percent in construction, 5.9 percent in transport, and 0.5 in utilities.

Among the city's most important problems is unemployment. In the 1970s, between 6.8 and 12.2 percent of the economically active population were unemployed. In July of 1980, there were an estimated 1.7 million people out of work. This is low compared with other Colombian cities, but still considerable because the open unemployment rate does not count those who are permanently unemployed in the marginal sectors of the urban economy. However, considering Bogotá's high rates of population growth and in-migration, Bogotá's urban employment problem is not considered excessive.

Generating jobs for Bogotá's increasingly large labor force is

an ongoing struggle, however. Due to increasing participation in the labor force by women and the predominance of youth in the city, the labor force will continue to grow rapidly, in spite of slowing population growth. The numbers of young, married women joining the labor force particularly stand out. In 1973, only 37 percent of women aged 25 to 34 worked. By 1978, 45.1 percent were working.

Analysts see Bogotá's chances of employing its burgeoning labor force as better than other developing country megacities' due to its well-balanced and well-diversified economy.

ONE IN TWO BOGOTÁ RESIDENTS UNDER 25

Bogotá, like most Latin American cities, has a young population. The most recent breakdown of Bogotá's population by age and sex was done in 1978 by The World Bank. The World Bank found that, in common with many other Latin American cities, Bogotá has a high proportion of women and young people.

The 1973 DANE household survey found that men made up 47.5 percent of Bogotá's population; women made up the rest—52.5 percent. Women migrants come to the city mostly as domestic servants.

Fully 58 percent of the population was under age 25, with 32 percent under age 15. Those between ages 25 and 64 made up 38 percent of the total population, while only 3 percent were age 65 and over.

Completed family size in Bogotá has plummeted since the inception of family planning programs in the early 1960s. Colombia was one of the first Latin American countries to institutionalize family planning programs on a large scale. Completed family sizes for

the country as a whole are estimated to have declined from 6.7 children in 1964 to about 4 children in the early 1980s.

This decline has been more rapid in Bogotá and in other Colombian urban areas due largely to increased literacy among women, improved access to education and birth control methods, and the increased rate of female participation in the labor force. Between 1973 and 1978, the labor force participation rate for women in Bogotá increased from 30.7 percent to 33.4 percent.

The 1976 World Fertility Survey found that Bogotá's completed family size was around three children, in comparison to about four children for the country as a whole and six children in rural areas. Crude birthrates in Colombia as a whole have declined from 40 per 1,000--46 in rural and 34 in urban areas--in 1964 to about 31 in 1979.

However, although women are having fewer children, the population of Bogotá will continue to surge due to natural increase as the disproportionately large group of youths born during past high fertility years enter their child-bearing years. This means a labor force that will continue to grow rapidly, even though the overall population growth rate is declining.

The large proportion of dependent children in the population lowers the overall labor force participation rate, however, increasing the number of dependents per worker. With youths between ages 15 and 20 increasingly remaining in school, the overall participation rate of men in the labor force fell from 56.6 percent in 1951 to 47.5 percent in 1978. For those aged 15 to 20, participation in the labor force fell from 50 percent to 33 percent during the same period.

RISING REAL PER CAPITA INCOME

Bogotá is not only bigger but wealthier. Income gains in Bogotá have outpaced those of any other area in Colombia. Between 1956 and 1973, Colombia's per capita income increased by about 45 percent, but the increase was more rapid in Bogotá, where per capita incomes in 1970 were about 60 percent higher than the national average.

However, the distribution of wealth is unevenly skewed. In 1978, the top 10 percent of Bogotá's population received 37 percent of the total income, whereas the poorest 50 percent received only 19 percent of the total. Half the population received less than \$50 a month.

This situation is improving slowly. In real terms, the legal minimum wage in 1981 was roughly a third higher than in 1975. And at the national level, manufacturing wages were up 17 percent; building and construction wages, up 19 percent; and retailing wages, up 21 percent.

SOURCES

Bogotá is perhaps Latin America's most well-documented city. A great deal of benchmark information is available on Colombia and its major cities due to the efforts of DANE and worldwide organizations such as The World Bank and the United Nations.

DANE has conducted a regular program of household surveys since 1970. Their major emphasis has been on collecting data on the labor force. Results of the last two major censuses in 1964 and 1973 are readily available from DANE.

DANE's within-city geocoding scheme, consistently in use since 1964 in all surveys, adds the ability to place sample households in their neighborhood of residence.

OVER HALF OF BOGOTÁ'S POPULATION IS UNDER THE AGE OF 25 (1978)

Age structure of Bogotá's population in percent



Bogotá is perhaps Latin America's best-documented city.

Since 1975, these surveys have been collected quarterly, alternating between Colombia's four major cities and the seven largest cities along with an occasional national survey.

A major urban development study was conducted by the United Nations Development Program between 1970 and 1974. The Phase II Study generated a great deal of benchmark data used by the later World Bank City Study of Bogotá.

Much of the current in-depth data on Bogotá come from the World Bank research project known as the City Study. Results of this study and DANE surveys are presented in *Work, Wages, and Welfare in a Developing Metropolis: Consequences of Growth in Bogotá, Colombia* by Rakesh Mohan. This copiously documented book examines the interaction between the changing economic and demographic structure of the city and the workings of the urban labor market. It explores the extent of poverty, changes in levels and

distribution of earnings over time, and the factors that cause low earnings. It also examines the city of Cali in the same light, based on City Study data and DANE survey data. This publication is available for \$34.50 from The World Bank Publications Department, 600 19th St., N.W., Washington, DC; telephone (202) 473-2941.

In 1978, The World Bank City Study and DANE jointly conducted a survey of about 3,000 households in Bogotá. This survey covered household and dwelling characteristics, demographic characteristics of all individuals, worker characteristics, information on the unemployed, and information on vehicle ownership and journey-to-work characteristics for the employed. Much of the data in this profile of Bogotá come from the analysis of this survey data, presented in World Bank Research publications, rather than from Colombia's last census, which dates back to 1973.

--Ralph Hakkert

NEIGHBORHOODS OF BOGOTÁ

By comuna number

- | | | | |
|----|--|----|---|
| 11 | San Cristóbal, Sur Oriental, San Blas, Buenos Aires Sur Oriental | 55 | La Estrada, Bellavista Occidental, Bosque Popular |
| 12 | Ciudad Jardín Sur, Sevilla, Nariño Sur | 56 | Boyacá, Floridablanca, Santa Helenita |
| 13 | Bello Horizonte, Córdoba, Santa Inés Sur | 61 | Santa Fe, Samper Mendoza, La Favorita |
| 14 | San José, Veinte de Julio, Sociego Sur | 62 | El Recuerdo, Cundinamarca, Centro Nariño |
| 21 | Restrepo, San Antonio | 63 | Puente Aranda, Modelia Occidental, Santa Cecilia |
| 22 | Quiroga, Santa Lucía, Olaya | 64 | La Cabaña, Fontibón, Versalles |
| 23 | Inglés, Claret, Libertador | 65 | Castilla, Marsella, Pio XII, El Antojito |
| 24 | San Vicente Ferrer, Fátima, Samoré | 71 | La Soledad, Teusaquillo, Santa Teresita |
| 25 | San Carlos, San Pablo, Marco Fidel Suárez | 72 | San Luis, Alfonso López, Palermo |
| 31 | Egipto, Las Aguas, Las Nieves | 73 | La Paz, Colombia, Siete de Agosto |
| 32 | Las Cruces, Santa Bárbara, San Bernardo | 74 | Polo Club, Santa Sofía, Juan XIII |
| 41 | Eduardo Santos, Ricaurte, Santa Isabel | 81 | La Perseverancia, La Macarena, San Martín |
| 42 | Primavera Occidental, La Asunción, San Francisco Occidental | 82 | Chapinero Centro, Marly, Quinta Camacho |
| 43 | Galán, Colón, La Pradera | 83 | Chicó, Antigo Country |
| 44 | Delicias, San Andrés, Alcalá, La Alquería | 84 | Santa Bárbara Occidental, San Patricio, Santa Bibiana |
| 45 | Ciudad Kennedy, Timiza | 85 | San Cristóbal Norte, Cedros, La Pradera Norte |
| 51 | La Esmeralda, Pablo VI, Popular-Modelo Norte | 91 | Jardín Norte, Niza, Tierra Linda |
| 52 | San Fernando, Doce de Octubre | 92 | Suba, Costa Rica, La Palma |
| 53 | Rionegro, Los Andes, La Castellana | | |
| 54 | Las Ferias, Bonanza | | |

Neighborhood (barrio) names have not been used in this profile. To coordinate barrios with their corresponding sectors and comunas, see map on page 3.

inside information

COLOMBIA'S NARCO- DOLLAR-- THE COCAINE FORTUNES

In the last decade, as cocaine exports boomed, a new moneyed class rose and gradually took over power in Colombia--the cocaine *mafiosos*. Their underlings also prospered, from the farmers who grew the coca to the shippers and handlers who processed and moved the finished product.

Some of the enormous wealth of the drug traffickers is spent on posh estates, cars, aircraft, and horses. But how much of this wealth stays at home and how much is stashed away abroad is a matter of debate.

No doubt billions of narco-dollars are in U.S., Panamanian, and Western European banks. In one peace gesture, Colombia's ruling drug kingpins offered to pay off the country's \$13 billion foreign debt in return for immunity from possible extradition to the U.S. The 1979 extradition treaty with the U.S. makes it possible to send cocaine dealers to trial in the U.S.

But some narco-dollars do float in the local economy, although how many of them is anyone's guess. Cocaine is often directly bartered for shipments of consumer goods, according to a National Public Radio

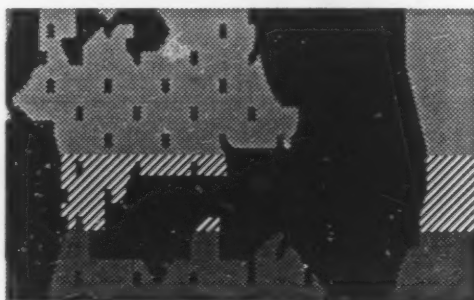
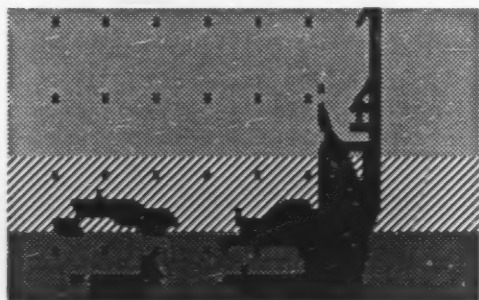
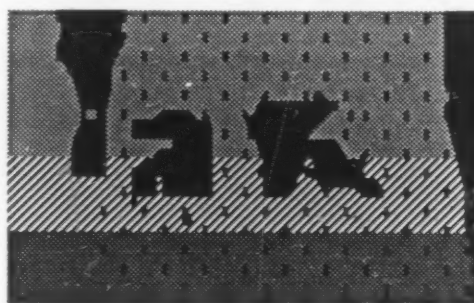
report.

One drug kingpin, called "Don Pablo the Good" by locals in Medellin, Colombia's second largest city, acts as a kind of public benefactor, supporting public-works and recreational projects. Drug money from Pablo Escobar Gaviria has built a zoo and housing for the poor. Escobar's "Medellin Without Slums" program created 500 houses for former Medellin squatters.

No wonder that in 1982 Escobar was elected as an alternate congressman for Antioquia Province. Just how legitimate drug family members can get in the country's capital of Bogotá is another question. The social elite of Medellin have shown much more latitude with drug families than have Bogotá's rich.

Bogotá, as Colombia's besieged capital, is of course affected by the power of the narco-dollar, although less directly so than the city of Medellin. Medellin's excellent air connections, strategic location, and industrial base, which provides the chemicals needed for cocaine processing, have made Medellin the center of Colombia's drug empire. But, Bogotá, as the country's administrative capital, is the scene of increasing drug-related violence as traffickers battle government law enforcement efforts by killing off officials whom they cannot bribe.

Source: *New York Times Magazine*, March 8, 1987.



special report

THE NEW BRITISH WOMAN

Married British women tend to work part-time, especially when they have children

Single and childless



Married and childless



Married with children



Source: General Household Survey 1983

She is better educated, marries later, has babies later, is more likely to divorce than other Europeans, and works either full- or part-time. The new British woman may be a long way from equal pay for equal work and fair representation in public life, but she is increasingly independent and active outside the home.

The number of British marriages has not only fallen steadily since the early 1970s, but women who do marry marry later. By 1984, only 17.9 percent of women under 20 were married, down from 32.5 percent in 1966.

Women also are starting their families later. The mean age of mothers at the birth of their first legitimate child has gone from 24 years in 1971 to 25.8 years in 1984.

These trends reflect the improved access women have to higher education and full-time employment. Women's share of enrollments in higher education in 1984 was 53.7 percent in non-advanced courses and 39.1 percent in advanced courses. And while the total number of British university undergrads fell by 11,600 between 1981-82 and 1984-85, the number of women students remained steady at 100,000, accounting for 41.5 percent of all undergrads in 1984. The number of women students at the postgraduate level, on the other hand, rose from 14,513 students in 1980-81 to 15,560 in 1984-85. Women postgrads also increased as a proportion of the whole, from 30.5 percent to 31.8 percent over the same period.

Women still tended to concentrate their studies in traditionally female-oriented subjects, however. They predominated in 1984 in the study of the arts, education, and

health and welfare, while men predominated in science, engineering, and technology.

Women did make inroads into male-dominated subject areas, however. The number of women increased noticeably in full-time engineering and technology courses from only 407 in 1981 to 822 in 1984. But this still represented only 6.6 percent of the total.

Between 1975 and 1984, women increasingly entered the work force either as full- or part-timers. As more youths entered the labor force than the number of older workers who retired, Britain's workforce increased by 1.4 million people. Women, especially in the younger age groups, increasingly entered the labor force during this period, raising their representation in the labor force from 37.5 percent in 1971 to 41.4 percent in 1984. The proportion of women aged 25 to 34 in the labor force grew from 51.8 percent in 1975 to 60.1 percent in 1984.

British women who are employed full-time tend to work in clerical and related occupations (41.5 percent) and in professional and related occupations in education, health and welfare (19.6 percent), with part-timers heavily concentrated in catering, cleaning, hairdressing, and other personal service occupations.

Married British women--much as their counterparts in Japan--tend to work part-time, especially when they have children. Thirty-eight percent of working women in 1983 had dependent children. Two out of three of these women worked part-time, as compared to 39 percent of married women without children and only 13 percent of non-married women without children.

Source: *Women and Men in Britain: A Statistical Profile, 1986.*

With rapid rates of growth expanding the populations of world cities to numbers never before experienced in the history of mankind, population redistribution is on everyone's mind.

Some countries, however, have more to worry about than others. Those with well-balanced urban systems, in which several large cities share industrial and population growth, can more adequately deal with such growth-related problems as providing urban infrastructure and jobs. Those in which industry and population are concentrated in one large mega-city often play a desperate game of catch-up ball trying to accommodate surging growth.

Colombia, in contrast to many of its Latin American counterparts, is characterized by a well-balanced urban system. National industrial growth is not concentrated in the Bogotá region solely, but is shared with such secondary cities as Medellín, Barranquilla, and Cali. Mexico, on the other hand, is an extreme example of a country in which one city presides. Mexico City, with an estimated 1985 metropolitan population of 17 million, is six times as large as Mexico's second largest city of Guadalajara.

Mexico City is typical of other Latin American magnet cities that historically drew a disproportionately large share of a country's rural migrants moving to urban areas in search of a better life. Magnet cities in Latin America tended to be the country's capital or major seaport.

Countries in which post-World War II industrialization spread more evenly throughout the country, such as Colombia and Brazil, have stable or declining urban primacy ratios--the ratio of the population in a country's largest city to the combined population of the three next ranking cities.

Even before the war, São Paulo combined with Rio de Janeiro to create a bi-polar primacy pattern in Brazil. The post-war industrial development of São Paulo led to a declining urban primacy ratio for Brazil.

In Peru and Venezuela, on the other hand, the primate cities of Lima and Caracas further concentrated the national share of industry and population, leading to rising urban primacy ratios.

The table below shows trends in urban population concentration in six Latin American countries and the United States. Colombia and Brazil present the healthiest urban system pictures, while Peru and Chile present the worst.

what the
numbers mean

"URBAN PRIMACY"

The urban primacy ratio is the ratio of the population in a country's largest city to the combined population of the three next ranking cities, according to the Population Reference Bureau.

URBAN PRIMACY IN SIX LATIN AMERICAN COUNTRIES AND THE UNITED STATES
(Ratio of population in largest city to that of three next ranking cities)

Country	Pre-1940	About 1960	About 1980
Brazil	1.0	0.8	0.9
Chile	1.8	2.5	2.8
Colombia	0.8	0.8	0.9
Mexico	2.4	2.6	2.8
Peru	4.2	5.0	4.2
Venezuela	1.2	1.6	1.5
United States	0.8	0.6	0.7

Sources: Harley L. Browning, Robert W. Fox, United Nations, U.S. Bureau of the Census.

regions

JAPAN, THAILAND, AUSTRALIA, WEST GERMANY

Japanese youth move to extremes Gone are the days when Japanese youth were the image of their conscientious and serious elders. A new survey, "Survey on Metropolitan Youth's Outlook on Life and Sense of Value," conducted in 1985 by the Tokyo Metropolitan Government, found that youth who considered themselves serious, nose-to-the-grindstone types had fallen from 36 percent of those surveyed in 1976 to 29 percent in 1985.

Lightheartedness is on the rise, according to the survey. In 1976, only 18 percent of those surveyed felt free to be casual about one's career and the expectations of others. In 1985, 24 percent did.

On the flip side, dissatisfaction and rebellion are also on the rise with youth. By 1985, 30 percent of youths surveyed felt irritated, distrusting of adults, rebellious, and discontent, up from 21 percent in 1976.

Intellectual youths involved in political causes and ideologies are on the wane. Only 17 percent of the youths surveyed in 1985 felt moved to action over perceived societal injustice, down from 25 percent in 1976.

Young women in 1985 tended to be more lighthearted than their male counterparts, with more of an interest in fashion, travel, and the latest fads. Young men, on the other hand, took the honors in dissatisfaction and rebelliousness.

Thailand to install 20,000 public-call telephones in rural areas In an effort to stimulate rural development, the Thai government will install 20,000 public call telephones (PCOs) in stores and barber shops throughout rural Thailand. Based on the results of research conducted by the East-West Center, these radio telephones are expected to save the

Thai economy hundreds of millions of dollars a year.

The economic benefits of local radio telephones are considerable, according to the East-West Center study. Based on villagers' estimates of the value they derived from making calls, EWC researchers developed cost-benefit ratios comparing the PCOs with more distant phones. The saving in travel time and money offered by PCOs doubled the cost-benefit ratio of making the call. Villagers made \$9.63 for each dollar they



spent on a PCO call, but only \$4.84 for each dollar they spent to make a call on a phone at a distant location.

In 1982, 85 percent of the world's nations had only 10 percent of the world's phones. Ninety percent of the world's 550 million telephones in 1982 were installed in 15 percent of the world's nations, according to Richard Butler of the International Telecommunication Union.

New Australian numbers With the results of the 1986 Australian Census not available until September 1987, the Australian Bureau of Statistics has released a preliminary estimate for the 1986 population of Australia based on the updated 1981 census.

At present, there are 15,973,900 Australians, 215,600 more than one year ago--a 1.4 percent increase over last year. Of the growth in the 12 months, 1985 to 1986, 57 percent was through natural increase (122,900) with overseas migration (92,700) contributing the remaining 43 percent.

The growth rate of 1.4 percent was higher than that of the previous 12 months (1.3 percent). This higher growth was completely attributable to increased gains from overseas migration, which rose from 74,800 in the year ending June 1985 to 92,700 in the 12 months ending in June 1986. This gain more than offset a small decline in natural increase.

During 1985, the populations of the Australian Capital Territory, Northern Territory, Western Australia and Queensland grew faster than the national average with increases of 4.3 percent, 2.9 percent, 2.3 percent, and 1.8 percent, respectively. New South Wales, Victoria, and Tasmania experienced growth rates in the range of 1 to 1.2 percent—below the national average. South Australia's growth rate remained low at 0.8 percent.

Where did most overseas migrants settle? The Australian Capital Territory, Western Australia, Queensland, and New South Wales were big favorites, while Victoria, Tasmania, the Northern Territory, and South Australia lost out. About 71 percent of population growth in the Australian Capital Territory in 1985 came from overseas migration; Western Australia and Queensland, 50 percent; New South Wales, 40 percent; Victoria, Tasmania, and the Northern Territory, 30 percent each; and South Australia, 11 percent.

Faithfulness top asset in women say West German men A Playboy magazine poll of 12,492 West German readers found that faithfulness and not taking drugs were their first picks for attributes of the ideal woman.

The ideal woman should not take hard drugs (96.2 percent), belong to a religious cult (83.7

percent), be unfaithful (72.9 percent), appear in a porno film (68.2 percent), shoplift in a supermarket (67.3 percent), drink (53.3 percent), or snore (46.5 percent).



What did they like? Women who liked to listen to music (80.7 percent), travel (70.9 percent), eat out (70.8 percent), and cook (66.1 percent). Surprisingly, German men did not want to rule the roost. Only 3.4 percent thought that men should have the last word. Most (86.7 percent) wanted to discuss matters with their partners.

More births but no baby boom in West Germany Last year was a good one for those government officials worried over low birth-rates in West Germany. In 1986, there were 40,000 more births than in the previous year. According to preliminary statistics from the Federal Bureau of Statistics, there were 624,000 births in 1986. This marked the first time since 1982 that more than 600,000 children were born in a year.

Deaths still outnumbered births, however, continuing the West German trend of population decrease. Even with the rise in the number of births in 1986, the current birth-rate will only yield 64 percent of each generation being replaced by the succeeding one.

In 1986, the West German fertility rate—the average number of live births per woman—was only 1.35 children per woman, well below the 2.2 births per woman needed to just replace the population.

The number of marriages in 1986 was 372,000 up 8,000 or 2.2 percent from 1985.

**Please note
June 3 as the
date of our inter-
national session
at the 7th Annual
Demographic
Outlook Confer-
ence, sponsored by
the American
Demographics
Institute on June 3
and 4 at the New
York Hilton.**

Featured speaker will be Barbara Torrey, chief of the Center for International Research at the U.S. Census

Bureau and an economist formerly with the Office of Management and Budget. Ms. Torrey will talk about consumer expenditure surveys that are now available from many foreign nations, and Census Bureau plans to analyze the data and make them available.

A user from a consumer goods company will discuss how his company uses demographic data to make decisions about market entry overseas.

People interested only in the international aspects of demographic data can register for just the June 3 session, which will be held from noon until 4:30 p.m.

Participants are also invited to attend a vendors' exhibit and wine and cheese reception from 4:30 to 6:30 p.m. Those who register for the full two-day program can choose the international session.

publications

**ATTENTION
DIRECT
MARKETERS:
1985 DEMO-
GRAPHIC
DATA FOR
CANADIAN
POSTAL
CODES NOW
AVAILABLE**

The latest data on Canadian taxfilers are now available in the new edition of *Urban FSA and Rural Postal Code Summary Data, 1985*. This is the only published reference tool with 1985 demographic data for postal codes.

The postal code breakdown offers a major convenience for direct-mail marketers, providing the most current, comprehensive small area data available.

Here is a sample of the valuable information presented in this volume. In H3Y, the Summit Hill area of Montreal, only 40 percent of the taxfilers are between the ages of 25 and 44. However, one in eight makes over \$100,000 a year and against the national index, those in H3Y earn 105 percent

more than their fellow Canadians.

Data are presented on large neighborhoods in all Canadian cities by forward sortation area (the first three digits of the postal code), and for rural neighborhoods by postal code. Data are cross-referenced by postal code and by place name.

Urban FSA and Rural Postal Code Summary Data is available in five editions--one national and four regional (Atlantic, Quebec, Ontario, Western provinces and territories). This data source is also available on tape and diskette.

To order, contact Publications Sales and Service, Statistics Canada, Ottawa, Ontario, K1A 0T6; telephone (613) 993-7276.

Consumer markets abroad

Box 68, Ithaca, New York 14851

coming up

**Metro Manila--
The Population
Dynamics of the
Philippines'
Mega-City**

**Canada's
Seniors Boom**

0GARNRSCNGR14ZA 12/31/99
SUSAN GARNER, STE800
CONGRESSIONAL INFO
4520 EAST WEST HWY
BETHESDA, MD 20814

SR1
Acquisitions

~~KIA~~